Printed Pages : 2 **MRD – 403**

(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 7249 Roll No.

M. R. D. (RD)

(SEM. IV) EXAMINATION, 2006-07

MARKETING MANAGEMENT &
RURAL MARKETING

Time : 3 Hours] *[Total Marks : 100*

Note : (i) Attempt **all** questions.

(ii) All questions carry **equal** marks.

1 Attempt any **one** part of the following : **20**

(a) Discuss the modern concept of marketing and justify the statement that, 'marketing delivers standard of living to the society.'

OR

(b) What are the functions of channels of distribution? Discuss also the factors that will influence the decision about the choice of distribution channels.

2 Attempt any **one** part of the following : **20**

(a) Define rural marketing. How does rural marketing differ from urban marketing?

OR

(b) Why is behavioural segmentation necessary in rural area? Illustrate with suitable example and discuss the bases for rural market segmentation.

3   Attempt any **one** part of the following: **20**

(a)   Explain the concept of co-operative marketing. Discuss the major functions of NAFED.

OR

(b)   What are the various methods available for a rural marketers for adopting a pricing strategy for the rural market? Discuss with suitable examples.

4   Attempt any **one** part of the following :   **20**

(a)   How MIS as a tool is relevant for understanding rural market? Explain the difference between rural and urban market research.

OR

(b)   Consider yourself as a rural marketing manager in a leading consumer durable company. Develop a rural marketing strategy for a launch of a 165 lit. refrigerator specifically designed for rural markets.

5   Attempt any **one** part of the following :   **20**

(a)   What are the challenges Indian agricultural products are facing to meet the standard of International market? Suggest measures to face these challenges.

OR

(b)   Do Indian marketers really understand the needs of rural customers while they design brands for rural market? Discuss with examples.

————————